

Visitor Centers of the Future Initiative
Steering Committee
Charter

A. Background: The Deputy Commanding General (MG Fuhrman) approved the Visitor Centers of the Future Strategy Paper on 10 August 1999, with the words “This has great potential. Let's keep it on track!” A copy of this document is attached.

The Corps Vision Statement includes “revolutionizing effectiveness” as a goal. Specifically the goal statement is: “dramatic improvement in performance and customer satisfaction will be achieved through best business practices, bold process reengineering and innovative use of technology”. This goal will be applied to the entire Corps system of visitor centers.

Sixty type A and B visitor centers and some of the 242 type C centers will be significantly modified to improve the delivery of the Corps message with modern interactive exhibits. (There are 7 type A regional centers, 53 type B project centers, and 242 type C centers ranging from brochure racks to centers with full exhibits.) At selected key visitor centers, a “Command Brief” exhibit will be placed that describes the Corps contribution to the Nation. Regional and local project exhibits will be developed locally and replace current outdated exhibits. New exhibits will not just be installed, but provide attractive exhibits that will provide “hands on” interactive learning experiences that are both entertaining and educational.

A Steering Committee composed of HQUSACE staff from PAO, IM, CECW-ON, and CECW-B will provide oversight to the Visitor Center Initiative Manager (VCIM) and Multidiscipline Field Team (MFT).

B. Mission: The mission of the Steering Committee is to provide oversight, review and direction for VCIM and the MFT as they go about their tasks of analyzing and evaluating selected major Corps visitor centers as compared to those outside the Corps. They will also evaluate and recommend solutions to the Deputy Commander.

C: Functions. The Steering Committee will perform the following functions:

1. A Chair will be named (appointed by HQUSACE) to represent the Committee in reporting to the Deputy Commander.
2. Reviews, comment on, and approve or disapprove work submitted by the VCIM and the MFT.
3. Select major Corps visitor centers for review and evaluation by the VCIM and the MFT. The focus of the evaluation will be to determine the current conditions of Corps facilities, messages, and displays as compared to others outside the Corps.
4. Provide final report and recommendations to the Deputy Commander regarding the future direction of the visitor center program, themes, and strategies for funding needed improvements. Any briefings required will be performed by the VCIM with the Steering Committee in attendance as necessary.